



2014 Reduce Tobacco Use conference



- National conference dedicated to reducing tobacco use among youth and young adults
- 360+ attendees from 33 states and as far away as Canada, Guam and the Bahamas
- Speakers included acting U.S. Surgeon General, Va. Secretary of Health and director of the FDA's Center for Tobacco Products; also CDC and Campaign for Tobacco-Free Kids



Acting U.S. Surgeon General



- Acting U.S. Surgeon General Rear Admiral Boris D. Lushiniak
- 50th anniversary of first Surgeon General's Report on Smoking and Health
- “Enough is enough: Tobacco still leading cause of preventable deaths in U.S.”
- “Our goal is to make the next generation tobacco-free.”



50 Years

- 1964 – 42% smoke
- 1966 – warning labels
- 1967 – public service announcements to counter tobacco ads
- 1969 – phase out of ads on TV and radio
- 1970 – 37% smoke
- 1970 – ban on ads on TV and radio and strengthened warning label

50 Years

- 1971 – last cigarette ad runs (Tonight Show)
- 1972 – SG Report discusses secondhand smoke
- 1973 – Arizona restricts smoking in some public places
- 1975 – no cigarette rations to troops
- 1980 – 33% smoke
- 1988 – California **first tobacco tax** for tobacco control programs

50 Years

- 1990 – 26% smoke
- 1990 – domestic airlines smokefree
- 1990 – San Luis Obispo passes **first smokefree restaurant law**
- 1991 – NCI supports tobacco control programs in 17 states
- 1992 – EPA classifies secondhand smoke as carcinogen

50 Years

- 1993 – White House smokefree
- 1994 – Mississippi files first lawsuit against US tobacco
- 1994 – Seven tobacco execs testify in Congress that nicotine is not addictive
- 1995 – California **first statewide** smokefree bar and restaurant law
- 1998 – 46 states and 4 tobacco companies sign Tobacco Master Settlement Agreement

Acting U.S. Surgeon General



50 Years

- 1999 – DOJ files suit against industry for deceiving Americans
- 1999 – CDC launches tobacco control programs in 50 states
- 1999 – bans of outdoor and transit billboard ads
- 2000 – 23 % smokers
- 2003 -- WHO adopts first international tobacco control treaty
- 2006 – Federal court finds US tobacco of deceiving Americans (racketeering)

Acting U.S. Surgeon General



50 Years

- 2009 – Tobacco Control Act and biggest federal excise tax
- 2010 – 19% smokers
- 2010 – half of US states have smokefree laws
- 2012 – CDC launches “Tips from Former Smokers” ad campaign
- 2014 – 18% smokers
- 2014 – FDA launches “The Real Cost” ad campaign

Dr. Victor DeNoble



- Former Tobacco industry researcher turned whistleblower
- His evidence used in 1994 congressional hearings to prove nicotine is addictive





Mitch Zeller / FDA

- Director of FDA's Center for Tobacco Products



Karla Sneegas / CDC



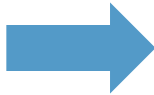
- Branch Chief, Program Services Branch, CDC's Office on Smoking and Health



Electronic cigarettes



- Multiple sessions focused on e-cigarettes and other new products
- New FDA regs propose banning sale to minors
- CDC and members of Congress have concerns about e-cigarette flavors, marketing to youth
- Congress issued report: Gateway to Addiction?
- Calls to poison centers have risen dramatically
- More than 10% of high school students
- Sales projected to hit \$2 billion this year
- No more effective for cessation than patches



Currently FDA regulates cigarettes, cigarette tobacco, roll-your-own tobacco and smokeless tobacco. Proposed newly “deemed” products would include electronic cigarettes, cigars, pipe tobacco, certain dissolvables that are not “smokeless tobacco,” gels, and waterpipe tobacco.

Once the proposed rule becomes final, FDA will be able to use powerful regulatory tools, such as age restrictions and rigorous scientific review of new tobacco products and claims to reduce tobacco-related disease and death.

<http://www.fda.gov/TobaccoProducts/Labeling/ucm388395.htm>

Award to CVS Caremark



- CVS Caremark named Tobacco-Free Business of the Year
- Will cease tobacco sales in all 7,600 pharmacies nationwide by Oct. 1



Lifetime Achievement Award: Janis Dauer



- Janis Dauer, executive director, Alliance for the Prevention and Treatment of Nicotine Addiction (APTNA)





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